

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY INC.  
ADV 007000 REG. MFRS. TEL. 1-800-350-7777 FAX: 800-850-0047 © 1997 L.B. INTERNATIONAL INC.



→ To us, "I'll call you," means tomorrow,  
not sometime before the next century.

VIRGINIA SLIMS  
It's a woman  
thing.



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King "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

